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JUN 29 2007

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Matz, *et al.*

Attorney Docket: BS01378

Serial No: 10/017,630

Art Unit: 3629

Date Filed: December 14, 2001

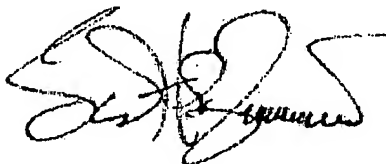
Examiner: Ouellette, Jonathan

Title: SYSTEM AND METHOD FOR DEVELOPING TAILORED CONTENT

37 C.F.R. § 1.8 CERTIFICATE OF TRANSMISSION

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Scott P. Zimmerman
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June 29, 2007
Date of Transmission

NOTICE OF APPEAL
FROM THE EXAMINER TO THE BOARD OF PATENT
APPEALS AND INTERFERENCES

VIA FACSIMILE TO (571) 273-8300

Mail Stop: AF
Commissioner for Patents

The Assignee provides this Notice of Appeal in response to the final office action mailed April 3, 2007. The Assignee appeals the final rejection of claims 21-53. This Notice of Appeal also includes the large entity fee of \$500.00.

07/02/2007 TL0111 00000019 10017630

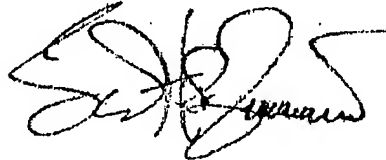
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Attorney Docket: 01378
U.S. Application No. 10/017,630 Examiner Ouellette Art Unit 3629
Notice of Appeal in Response to April 3, 2007 Final Office Action

If any questions arise, the Office is requested to contact the undersigned at (919) 469-2629 or scott@scottzimmerman.com.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Scott P. Zimmerman', with a stylized flourish at the end.

Scott P. Zimmerman
Attorney for the Assignee
Reg. No. 41,390